

1. Record Nr.	UNINA9910454213503321
Autore	Holladay Cary C. <1958->
Titolo	The quick-change artist [[electronic resource]] : stories / / Cary Holladay
Pubbl/distr/stampa	Athens, Ohio, : Swallow Press/Ohio University Press, c2006
ISBN	0-8040-4027-3
Descrizione fisica	ix, 224 p
Disciplina	813/.54
Soggetti	City and town life - Virginia Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph

2. Record Nr.	UNINA9910461803503321
Autore	Stratten Scott
Titolo	The book of business awesome [[electronic resource]] : how engaging your customers and employees can make your business thrive ; The book of business unawesome : the cost of not listening, engaging, or being great at what you do / / Scott Stratten
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., c2012
ISBN	1-118-31546-4 1-282-24186-9 9786613812988 1-118-31545-6
Descrizione fisica	1 online resource (274 p.)
Disciplina	658.8/12
Soggetti	Relationship marketing Customer relations Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	How one man changed a billion-dollar brand -- Marketing is a verb -- Remarry your current customers -- The sun rises online.
Sommario/riassunto	UnAwesome is UnAcceptable. The Book of Business Awesome is designed as two short books put together-one read from the front and the other read from the back when flipped over. Covering key business concepts related to marketing, branding, human resources, public relations, social media, and customer service, The Book of Business Awesome includes case studies of successful businesses that gained exposure through being awesome and effective. This book provides actionable tools enabling readers to apply the concepts immediately to their own businesses. The flip side of the